



| Sales Quantity | Return Quantity | Net Quantity | Sales Amount | Return Amount | Cost of Goods | Net Profits |
|----------------|-----------------|--------------|--------------|---------------|---------------|-------------|
| 53M            | 494K            | 53M          | \$12bn       | \$157M        | \$467M        | \$12bn      |

Year

All

Workday

All

Continent

All

Country

All

State/Province

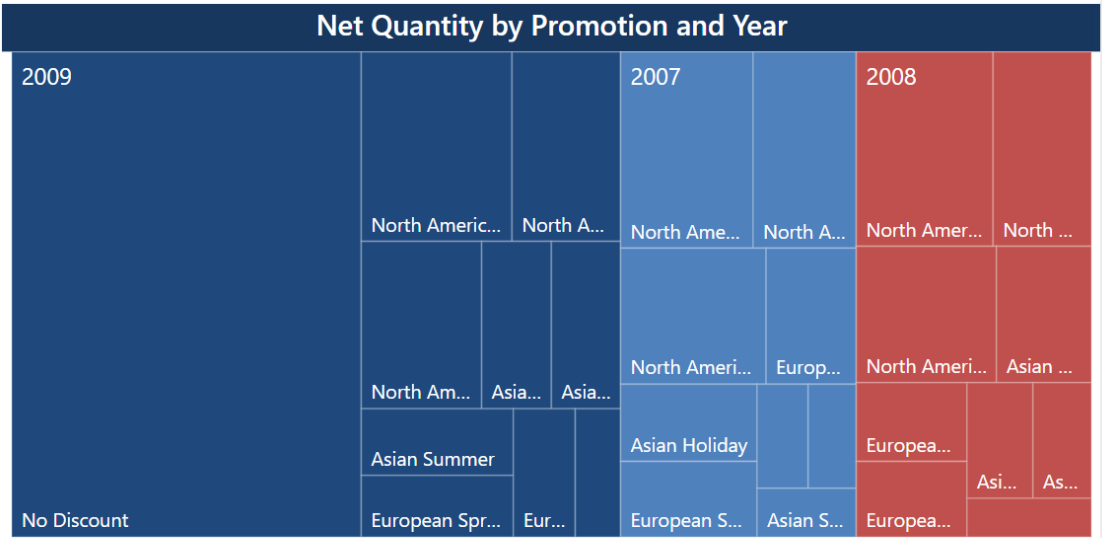
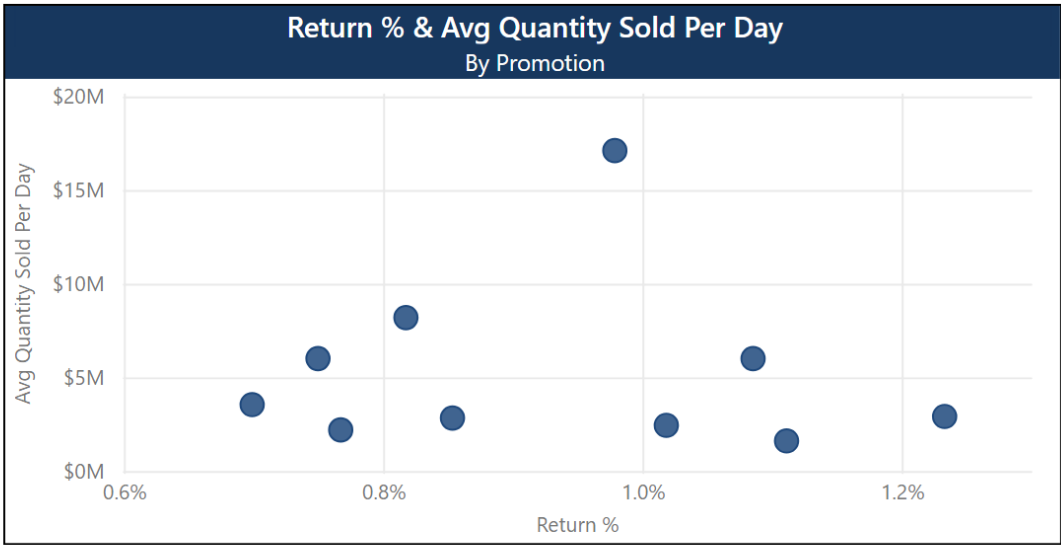
All

Category

All

Sub Category

All



| Promotion      | Continent     | Year | Sales Quantity | Return Quantity | Net Quantity | Avg Quantity Sold Per Day | Return % | Sales Amount  | Return Amount | Cost of Goods Sold | Net Profits   |
|----------------|---------------|------|----------------|-----------------|--------------|---------------------------|----------|---------------|---------------|--------------------|---------------|
| Back-to-School | Europe        | 2007 | 553,549        | 8,369           | 545,180      | \$545,180                 | 1.51%    | \$157,160,231 | \$2,494,808   | \$82,655,340       | \$149,968,667 |
| Back-to-School | North America | 2007 | 2,645,027      | 28,105          | 2,616,922    | \$2,616,922               | 1.06%    | \$722,408,015 | \$8,271,348   | \$385,791,217      | \$696,660,254 |
| Holiday        | Asia          | 2007 | 1,073,385      | 10,367          | 1,063,018    | \$1,063,018               | 0.97%    | \$285,732,969 | \$3,116,095   | \$152,750,245      | \$276,791,596 |
| Holiday        | Europe        | 2007 | 1,262,022      | 19,849          | 1,242,173    | \$1,242,173               | 1.57%    | \$318,551,845 | \$5,748,696   | \$160,444,554      | \$301,924,177 |
| Holiday        | North America | 2007 | 2,053,962      | 19,305          | 2,034,657    | \$2,034,657               | 0.94%    | \$572,932,621 | \$5,799,507   | \$306,882,946      | \$555,104,965 |
| Spring         | Asia          | 2007 | 511,986        | 7,896           | 504,090      | \$504,090                 | 1.54%    | \$133,670,509 | \$2,230,588   | \$67,112,764       | \$127,226,206 |
| Spring         | Europe        | 2007 | 1,058,198      | 11,888          | 1,046,310    | \$1,046,310               | 1.12%    | \$273,148,256 | \$3,156,141   | \$144,782,235      | \$263,365,420 |
| Spring         | North America | 2007 | 2,017,732      | 28,360          | 1,989,372    | \$1,989,372               | 1.41%    | \$505,397,422 | \$7,380,910   | \$263,630,012      | \$482,151,256 |
| Summer         | Asia          | 2007 | 492,210        | 5,457           | 486,753      | \$486,753                 | 1.11%    | \$133,238,839 | \$1,571,133   | \$70,250,198       | \$128,664,653 |
| Back-to-School | Europe        | 2008 | 499,665        | 5,501           | 494,164      | \$494,164                 | 1.10%    | \$123,906,326 | \$1,759,012   | \$65,314,650       | \$118,865,653 |
| Back-to-School | North America | 2008 | 2,696,259      | 22,140          | 2,674,119    | \$2,674,119               | 0.82%    | \$668,218,304 | \$7,334,804   | \$357,790,978      | \$646,403,940 |
| Holiday        | Asia          | 2008 | 1,313,752      | 8,475           | 1,305,277    | \$1,305,277               | 0.65%    | \$277,662,159 | \$2,852,335   | \$147,491,701      | \$269,334,305 |



|                |                 |              |              |               |               |             |
|----------------|-----------------|--------------|--------------|---------------|---------------|-------------|
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| 53M            | 494K            | 53M          | \$12bn       | \$157M        | \$467M        | \$12bn      |

| Product Category              | Sales Quantity | Return Quantity | Net Quantity | Avg Quantity Sold Per Day | Return % | Sales Amount     | Return Amount | Unit Cost     | Net Profits      |
|-------------------------------|----------------|-----------------|--------------|---------------------------|----------|------------------|---------------|---------------|------------------|
| Audio                         | 1,353,298      | 16,009          | 1,337,289    | \$1,337,289               | 1.18%    | \$151,614,364    | \$1,838,723   | \$5,336,970   | \$146,277,394    |
| Cameras and camcorders        | 6,551,189      | 77,409          | 6,473,780    | \$6,473,780               | 1.18%    | \$2,562,023,774  | \$31,041,587  | \$85,730,896  | \$2,476,292,878  |
| Cell phones                   | 13,459,636     | 56,013          | 13,403,623   | \$13,403,623              | 0.42%    | \$892,233,264    | \$9,380,175   | \$28,913,610  | \$863,319,654    |
| Computers                     | 10,563,676     | 116,954         | 10,446,722   | \$10,446,722              | 1.11%    | \$3,209,427,141  | \$36,129,853  | \$106,569,634 | \$3,102,857,507  |
| Games and Toys                | 6,040,572      | 35,253          | 6,005,319    | \$6,005,319               | 0.58%    | \$149,696,457    | \$1,473,769   | \$3,739,911   | \$145,956,546    |
| Home Appliances               | 10,379,472     | 132,026         | 10,247,446   | \$10,247,446              | 1.27%    | \$3,922,736,787  | \$58,222,454  | \$178,541,609 | \$3,744,195,179  |
| Music, Movies and Audio Books | 1,523,415      | 18,476          | 1,504,939    | \$1,504,939               | 1.21%    | \$165,804,706    | \$2,035,224   | \$5,593,139   | \$160,211,567    |
| TV and Video                  | 3,449,196      | 41,447          | 3,407,749    | \$3,407,749               | 1.20%    | \$1,360,121,115  | \$16,717,590  | \$52,249,286  | \$1,307,871,829  |
| Total                         | 53,320,454     | 493,587         | 52,826,867   | \$52,826,867              | 0.93%    | \$12,413,657,609 | \$156,839,376 | \$466,675,054 | \$11,946,982,555 |

Year

All

Workday

All

Continent

All

Country

All

State/Province

All

Category

All

Sub Category

All



# Promotion Analysis

53.32M

Sales Quantity

494K

Return Quantity

53M

Net Quantity

\$12.41bn

Sales Amount

\$156.84M

Return Amount

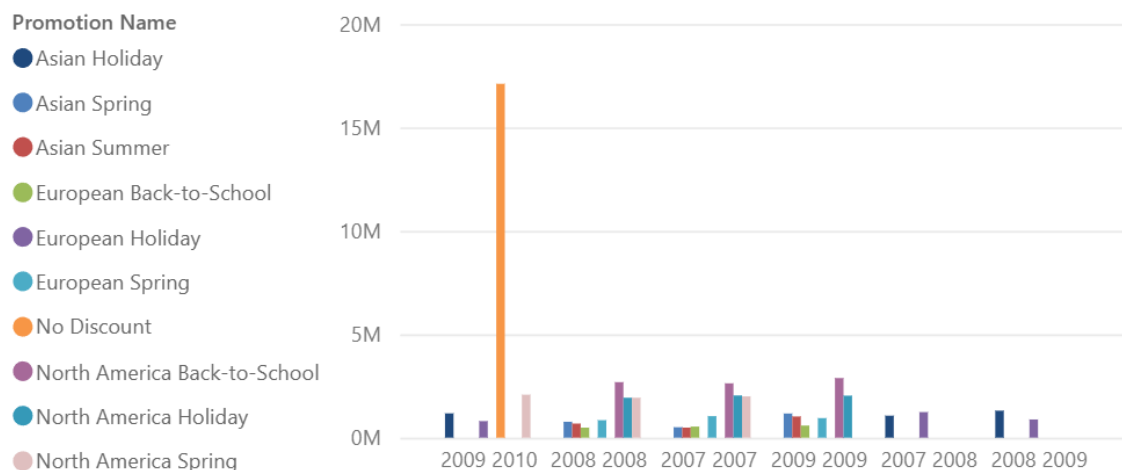
\$5.36bn

Total Cost

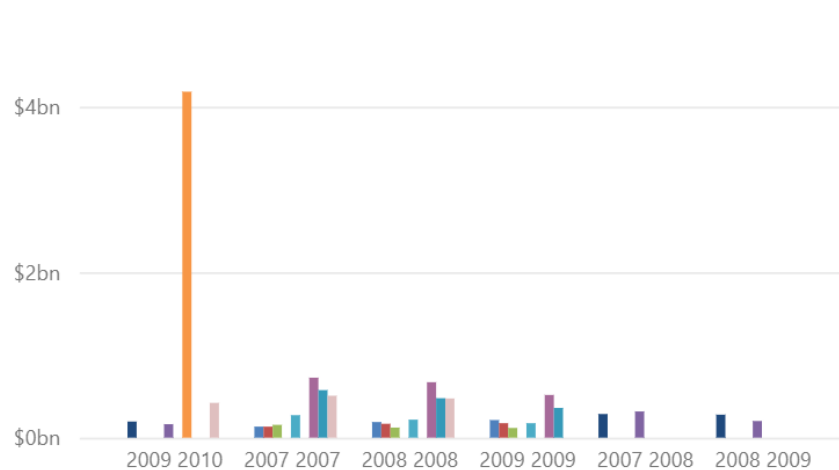
\$6.89bn

Net Profits

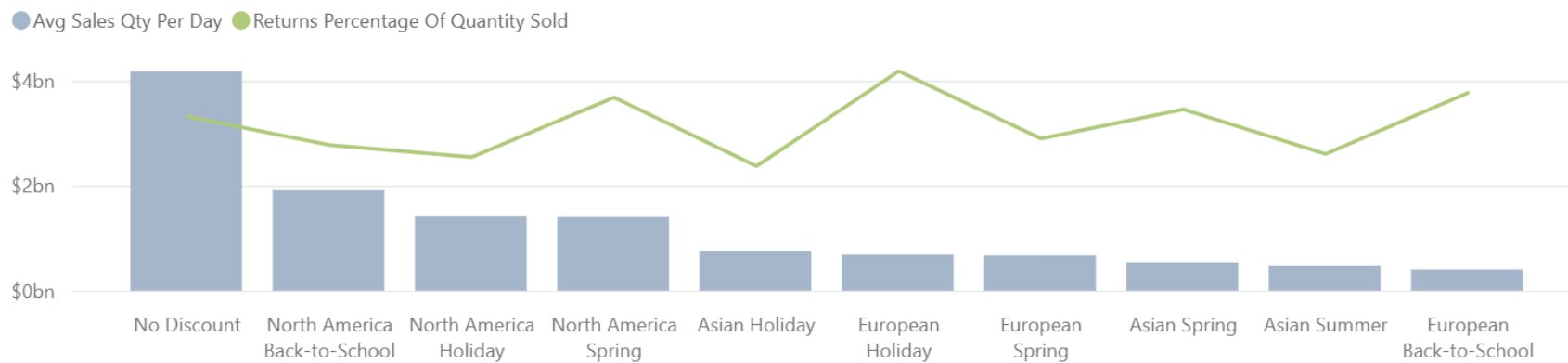
Net Quantity by Start Year, End Year and Promotion Name



Avg Sales Qty Per Day by Start Year, End Year and Promotion Name



Avg Sales Qty Per Day and Returns Percentage Of Quantity Sold by Promotion Name



Year & Workday

☐ 2007

☐ 2008

☐ 2009

Continent & Region / Country

☐ Asia

☐ Europe

☐ North America

Product Category & Sub Category

☐ Audio

☐ Cameras and camcorders

☐ Cell phones

☐ Computers

☐ Games and Toys

☐ Home Appliances

☐ Music, Movies and Audio Books

☐ TV and Video

| Promotion Name               | Start Year | Sum of Sales Quantity | Retu |
|------------------------------|------------|-----------------------|------|
| Asian Holiday                | 6024       | 3568100               |      |
| Asian Spring                 | 6024       | 2465604               |      |
| Asian Summer                 | 6024       | 2208579               |      |
| European Back-to-School      | 6024       | 1625266               |      |
| European Holiday             | 6024       | 2951418               |      |
| European Spring              | 6024       | 2854633               |      |
| No Discount                  | 2009       | 17272753              |      |
| North America Back-to-School | 6024       | 8258435               |      |
| North America Holiday        | 6024       | 6048564               |      |
| North America Spring         | 6024       | 6067102               |      |
| Total                        | 56225      | 53320454              |      |



# Product Details

53.32M

Sales Quantity

494K

Return Quantity

53M

Net Quantity

\$12.41bn

Sales Amount

\$156.84M

Return Amount

\$5.36bn

Total Cost

\$6.89bn

Net Profits

| Product Sub Category             | Avg Sales Quantity | Avg Return Quantity | Avg Net Quantity | Avg Qty Per Day | Return Qty Ratio | Avg Sales Amount | Avg Return Amount | Avg Unit Cost | Net Profits  |
|----------------------------------|--------------------|---------------------|------------------|-----------------|------------------|------------------|-------------------|---------------|--------------|
| Air Conditioners                 | 11.74              | 0.14                | 11.60            | 994993          | 1.21%            | \$3,823.51       | \$46.55           | \$147.70      | \$175,280,05 |
| Bluetooth Headphones             | 12.23              | 0.14                | 12.09            | 562281          | 1.17%            | \$900.87         | \$11.01           | \$32.54       | \$23,223,25  |
| Boxed Games                      | 57.45              | 0.14                | 57.31            | 3711327         | 0.25%            | \$500.98         | \$1.27            | \$3.77        | \$18,363,41  |
| Camcorders                       | 12.15              | 0.14                | 12.00            | 1834406         | 1.19%            | \$8,736.15       | \$106.34          | \$293.84      | \$782,601,82 |
| Cameras & Camcorders Accessories | 12.52              | 0.14                | 12.38            | 1021325         | 1.15%            | \$625.77         | \$7.49            | \$24.69       | \$26,329,46  |
| Car Video                        | 11.79              | 0.14                | 11.64            | 834720          | 1.22%            | \$4,279.50       | \$53.48           | \$172.65      | \$158,010,41 |
| Cell phones Accessories          | 249.20             | 0.14                | 249.06           | 9172303         | 0.06%            | \$3,258.86       | \$1.94            | \$6.39        | \$62,959,12  |
| Coffee Machines                  | 11.49              | 0.14                | 11.35            | 1188441         | 1.24%            | \$3,988.14       | \$51.36           | \$156.03      | \$226,175,55 |
| Computers Accessories            | 12.17              | 0.14                | 12.03            | 3016686         | 1.17%            | \$442.66         | \$5.40            | \$17.58       | \$56,861,67  |
| Desktops                         | 22.75              | 0.14                | 22.60            | 1375387         | 0.63%            | \$8,352.32       | \$54.60           | \$180.00      | \$257,789,62 |
| Digital Cameras                  | 12.03              | 0.14                | 11.88            | 1789947         | 1.19%            | \$2,423.78       | \$29.27           | \$86.42       | \$205,970,11 |
| Digital SLR Cameras              | 12.14              | 0.14                | 12.00            | 1828102         | 1.18%            | \$5,315.52       | \$64.05           | \$169.07      | \$491,012,21 |
| Download Games                   | 16.42              | 0.18                | 16.24            | 2293992         | 1.12%            | \$830.04         | \$9.85            | \$24.75       | \$60,622,33  |
| Fans                             | 12.81              | 0.14                | 12.66            | 1114940         | 1.13%            | \$681.47         | \$8.21            | \$27.28       | \$30,458,27  |
| Home & Office Phones             | 12.03              | 0.14                | 11.89            | 1639420         | 1.18%            | \$350.40         | \$4.20            | \$12.82       | \$26,649,50  |
| Home Theater System              | 12.01              | 0.14                | 11.87            | 1513812         | 1.20%            | \$5,560.25       | \$67.46           | \$212.83      | \$375,617,81 |
| Lamps                            | 11.62              | 0.15                | 11.48            | 2608155         | 1.26%            | \$2,285.10       | \$28.87           | \$84.40       | \$289,242,88 |
| Laptops                          | 12.72              | 0.14                | 12.58            | 1519951         | 1.12%            | \$7,720.25       | \$91.24           | \$279.17      | \$509,212,60 |
| Microwaves                       | 11.71              | 0.14                | 11.56            | 1735099         | 1.23%            | \$2,136.91       | \$27.33           | \$81.29       | \$175,751,56 |
| Monitors                         | 11.63              | 0.14                | 11.49            | 1117499         | 1.22%            | \$2,755.60       | \$34.25           | \$94.77       | \$157,961,01 |
| Movie DVD                        | 11.76              | 0.14                | 11.62            | 1504939         | 1.21%            | \$1,279.68       | \$15.71           | \$43.17       | \$98,835,60  |
| MP4&MP3                          | 11.99              | 0.15                | 11.84            | 535853          | 1.21%            | \$1,440.49       | \$17.73           | \$48.28       | \$38,139,02  |
| Printers, Scanners & Fax         | 12.04              | 0.14                | 11.89            | 1781460         | 1.18%            | \$1,881.20       | \$22.54           | \$66.70       | \$159,326,42 |
| Projectors & Screens             | 11.84              | 0.14                | 11.70            | 1635739         | 1.21%            | \$7,917.56       | \$98.09           | \$273.55      | \$647,878,71 |
| Recording Pen                    | 12.64              | 0.14                | 12.50            | 239155          | 1.15%            | \$2,325.82       | \$27.39           | \$85.60       | \$23,537,82  |
| Refrigerators                    | 11.91              | 0.14                | 11.76            | 1414987         | 1.21%            | \$6,687.37       | \$83.33           | \$243.85      | \$453,989,64 |
| Smart phones & PDAs              | 11.90              | 0.14                | 11.76            | 1521371         | 1.18%            | \$3,271.74       | \$39.32           | \$120.35      | \$234,916,13 |
| Televisions                      | 11.76              | 0.14                | 11.62            | 684991          | 1.19%            | \$5,212.47       | \$65.10           | \$192.05      | \$172,899,47 |
| Touch Screen Phones              | 11.92              | 0.14                | 11.78            | 1070529         | 1.19%            | \$3,305.54       | \$40.05           | \$124.70      | \$162,751,13 |
| VOIP & DVR                       | 12.26              | 0.14                | 12.11            | 374226          | 1.18%            | \$1,191.19       | \$14.28           | \$45.43       | \$19,190,75  |

Year & Workday

- ☐ 2007
- ☐ 2008
- ☐ 2009

Continent & Region / Country

- ☐ Asia
- ☐ Europe
- ☐ North America

Product Category & Sub Category

- ☐ Audio
- ☐ Cameras and camcorders
- ☐ Cell phones
- ☐ Computers
- ☐ Games and Toys
- ☐ Home Appliances
- ☐ Music, Movies and Audio Books
- ☐ TV and Video